



INDIANA COMMISSION
for
HIGHER EDUCATION



Indiana Department of Education
SUPPORTING STUDENT SUCCESS

MEMORANDUM

TO: Indiana School Superintendents and Principals

FROM: Jason Bearce, Associate Commissioner
Indiana Commission for Higher Education

DATE: September 17, 2010

RE: *College GO! Week 2010* Launches Statewide on September 20

Beginning Monday, September 20, Indiana's *College GO! Week* campaign kicks off a statewide effort promoting student preparation for college and career success. The following information is provided as an update for your school staff as they prepare to launch the campaign locally.

College GO! Week Kick-off Event: Monday, September 20

Indiana Commissioner for Higher Education Teresa Lubbers will join Superintendent of Public Instruction Dr. Tony Bennett and special guests from Indiana's education community on Monday morning at the Indiana Statehouse to officially launch *College GO! Week 2010* as part of a special media kick-off event. See the attached media advisory for details. Questions related to the event can be sent to ElizabethC@learnmore.org.

CollegeGoWeekIndiana.org is now live

The official *College GO! Week 2010* website will launch publicly on Monday, but schools can preview the site now at www.collegegoweekeindiana.org. The site includes a variety of helpful college and career preparation resources for students, parents and adult learners, including an interactive game that guides students through recommended steps for their grade level and offers them the chance to win prizes as they make progress.

College GO! Week School Shipments

Most schools will have received their *College GO! Week* shipments containing promotional items and other materials by today. Any remaining shipments will be received on or before Monday. Verify the status of your shipment online at www.learnmoreindiana.org/CGWtracking. Questions can be sent to miker@learnmore.org.

Thanks in advance for your school community's collective efforts to make *College GO! Week* a success for your students this year.

About College GO! Week

Held at the beginning of the academic year, College GO! Week encourages every middle school, high school and adult student to take specific, practical steps in preparation for college and career success. The state provides the guidance and resources needed to run a successful campaign, and local partners across Indiana are encouraged to reach out in a variety of ways to motivate and support students. College GO! Week is led by the state's Learn More Indiana communication and community outreach partnership.

About Learn More Indiana

College GO! Week is made possible by Learn More Indiana, a partnership of the Indiana Commission for Higher Education, the Indiana Department of Education, the Indiana Department of Workforce Development and the State Student Assistance Commission of Indiana, with additional support from Indiana's colleges and universities, the Lumina Foundation for Education, USA Funds and the U.S. Department of Education. For more information, visit www.learnmoreindiana.org.



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FOR IMMEDIATE RELEASE

September 17, 2010

Media Contact

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MEDIA ADVISORY

State's top education officials to launch 'College GO! Week' campaign on Sept. 20

WHAT: Indiana Commissioner for Higher Education Teresa Lubbers will join Superintendent of Public Instruction Dr. Tony Bennett to announce the launch of a statewide campaign encouraging every Hoosier middle school, high school and adult student to take specific, practical steps in preparation for college and career success.

Led by the state's Learn More Indiana communication and community outreach partnership, College GO! Week is made possible by a College Access Challenge Grant from the U.S. Department of Education.

WHEN: 10:30 a.m. EDT, Monday, Sept. 20

WHERE: Indiana Statehouse, North Atrium
200 W. Washington St.

WHO: Dr. Tony Bennett, Indiana Superintendent of Public Instruction
Teresa Lubbers, Indiana Commissioner for Higher Education
Special guests from Indiana colleges and high schools

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